

- Special Report -

# “Adsense Money Streams”

**Little-Known Secrets Of 5 Figures Per Month  
Adsense Maestros!**

Published By: Fabian Tan  
[www.MurderYourJob.com](http://www.MurderYourJob.com)

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# Introduction To The Cash Machine That Is Google AdSense

AdSense is a wonderful advertising concept that was conceived by Google some time back. Though new advertising concepts keep coming up all the time, this one is something that is altogether different.

AdSense (Google’s advertising program) presents an earning opportunity to the website owners by allowing Google to post advertisements on their websites. These advertisements are either text advertisements or image based advertisements. Of course, the website owners need to enroll to the AdSense program through Google’s website (<https://www.google.com/AdSense>).

The Google AdSense program requires you (the website owner) to include a piece of code (a programming script) on your website. You can add this piece of code anywhere in the html code of your website.

Your earnings are based on how many Google Ads are displayed on your website and also based on how many times visitors to your website actually click on one of those Ads. The Google AdSense system calculates your revenue on per-click (CPC) and per-thousand-Ads-displayed (CPM) basis. The latter is also known as impressions.

For people who want to advertise their products and services through the Google AdSense system, it’s just a matter of signing up through Google Adwords program and letting Google know how much they want to spend towards advertising through Google AdSense! These businesses can specify the limit and Google AdSense system will accordingly serve their Ads so as to ensure that the specified limit is not crossed.

## What Makes The AdSense System So Great?

The basic arrangement in which Google AdSense system works is such that Google has the basic control over the Ads that are displayed on the websites subscribed to Google AdSense system. Of course, the website owner can customize how an Ad looks and also block/filter certain types of Ads on their website.

The Ads that Google serves are ‘Senseful’ Ads (these Ads are actually relevant to the topics that the website discusses/ caters-to). This is something that is not found in other advertising programs/systems. It creates a win-win situation for everyone!

The people who are visiting the website (that contains Google AdSense Ads) are doing so because they are interested in the product/service/topic that is discussed on that website. It would be of little use to them if you were to serve Ads that are not related to the topic in any way.

On the other hand, Ads related to the topic of the website would really prove useful to the visitor. They might actually be interested in a product or service that is being advertised through Google AdSense Ads. So, website visitors get a richer experience due to AdSense program.

Website owners get revenue for displaying the Google AdSense Ads and for the clicks they receive on the Ads. So, they are happy too. As far as businesses/advertisers are concerned, they get a system (AdSense system) for targeted advertising that is both easy and economical to operate.

More, Google AdSense Ads are presented in a much better way than the banner Ads or other types of Ads. Most of the Ads are simple text Ads that are clear and concise. The website owners find it easy and the advertisers find it easy too. Google AdSense is really one of the best advertising programs available today.

## AdSense Ad Positioning - Positioning Your Ads For Maximum Cash

There are thousands who are making a full-time income just through Google's advertising program alone. How do they do it?

Traffic is one thing. After that, the most powerful way to increase your earnings is to increase your conversion rates, meaning the percentage of people who enter your site who click on the ads on your page.

One of the easiest and most effective ways to do this is to positioning your ads well on your webpage. That's right, placing your AdSense ads in the right place is crucial to your success.

One of the best spots to position your ads is the left-hand border or side of your page. This is because almost everybody starts reading from the left-hand side, so that is why their eyes will look at first. This simply means you will get more clicks! If your ads are relevant, this is a surefire way to double or even triple your click-through rates.

Another good spot to place them is 'between the lines'. This means placing your ads in between paragraphs of your articles. Again, this is a great spot for ads as readers reading through your article will likely notice your ads more.

The last place you will want to place your ads is somewhere near the top of the page, or the header. This is another place where user's eyes will always divert to, so it is a spot that garners high conversion rates.

# How To Generate Top-Quality Niche Content For Your AdSense Site

If you own an AdSense or have designs on creating one, then you'll know how important it is to create or outsource good, original content. Original content not only helps you rank better in the search engines, it will also ensure your visitors come back for more. By having updated and unique content, your visitors are more likely to return.

Here are 3 top ways to get original content almost in a flash:

## 1) Forums

Forums are a great way to find related content. Simply go to the forums of your niche and find the hot topics, then look at what the forum posters are posting. Now, I do not advise that you copy and paste their posts, because that is blatant plagiarism. Instead, look at their ideas and write your own articles.

## 2) Encyclopedias

Online encyclopedias are a great way to find useful content to your site. Again, you do not want to copy and paste the content. Instead, rewrite it! Encyclopedias are a great resource for fact related content. Web viewers love facts and will respect you for taking the time to research the relevant facts.

## 3) Books

Borrow or buy some books in your niche. Again, this is a great 'idea hangout' to get content for your sites. Read the books, let the ideas sink in, and then write your article from afresh.

## 4 AdSense Secrets You Must Know

Publishing is a great business and you can make money while doing what you love with AdSense. Here are 4 surefire tips to increase your AdSense profits...

### 1) Make your ads blend in

It's been proven that having your ads blend with your background and overall color scheme of your site helps improve the click through rates dramatically. Although many may think that contrasting colors work better, research has proven otherwise. If you force your ads on your visitors, they won't click through. So blend in your ads with the rest of your site.

### 2) Add in variety

Have a number of different ad formats on your website. The two best converting ad formats are the thin skyscraper and the thin border. These two formats are time-tested to bring in the most clicks.

### 3) Place your ads on the left hand side and the top

This is worth repeating. It's been proven that people's eyes start looking from the left first. So by placing your ads on the left, there is a higher likelihood that your ads will get clicked upon. Also, the top is a great place, as that's where many visitors' eyes move towards. The bottom is obviously one of the worst places to place ads if AdSense is your main revenue strategy.

### 4) Use text links if possible

Try not to use image ads because these don't get the click through as well as they used to. Users are now 'banner blind' and relate more to informative text links. So give it to them!

With these 4 tips at your fingertips, it's very possible for you to double or triple your AdSense earnings!

## How To Promote Your AdSense Website To Bring In 24/7 Cash

One of the keys to success in any Internet business is traffic generation. Even if you have the best product or website in the world, if you cannot generate traffic, it all comes to naught. In fact, this is probably the main reason why many Internet entrepreneurs don't succeed – they can't generate enough traffic. The ability to generate traffic and promote your website is key!

In planning your promotional strategy for your site, you need to identify who your target market is. Which niche are you zooming in on? Are they mainly baby boomers or young adults? Do they have a nagging problem begging to be solved – such as a chronic health problem or an addiction they want to kill? When you identify your target audience, you start to have a picture of where your niche market will hang out on the Internet.

Next, you'd want to learn the language of your niche market. Each market segment has their own way of talking; their own lingo, in other words. If you are not already an expert in the market, it is advisable spending some time learning the buzzwords of that niche. When you speak the language of your market, they start to relate to you and your business better.

Lastly, identify the avenues where you will promote your site. Will you include forums in your marketing strategy? Or perhaps pay per click advertising? Will you use press releases? Decide which avenues you want to target and put your efforts in your advertising there!

## Important AdSense Related Terms

Here is the list of AdSense related terms that you should know:

**Page impression:** A page impression is generally the same as a page view but the number of page impressions can sometimes be different than the page views. This happens when the page is viewed by a visitor but the AdSense code is not executed for some reason (which means that the Ads are not displayed to the visitor).

**Ad unit impressions:** Whenever you get page impressions, you also get Ad unit impressions. However, the ad unit impressions are dependent on the number of ad units you have on your page i.e. number of ad units that get executed when the page loads on user's browser. Note that the link unit impressions are also counted as ad unit impressions.

**Click:** A click (for the purpose of AdSense) is recorded whenever a website visitor clicks on one of the AdSense Ads. Note that a click on a topic in a link unit is not considered as a click.

Click through rate, for the purpose of AdSense, is the number of clicks received by an ad unit divided by the total number of ad unit impressions for that ad unit. So, a better CTR can mean more revenue for you.

**Effective CPM:** It is calculated as the cost per 1000 impressions. However, do not confuse effective CPM with your earnings. In fact, effective CPM is calculated by dividing your earnings by the number of page impressions and then multiplying the final figure by 1000. Effective CPM is generally used to compare various channels and determine which channels are more profitable for you.

## Summary

In a sense, making money from AdSense goes against the grain...making a lot of money and not doing a lot of work. By combining AdSense with your other online efforts, you can have multiple streams of online income. You just need to keep at it in the beginning! 😊

*“So many of our dreams at first seem impossible, then they seem improbable, and then, when we summon the will, they soon become inevitable.”*

Christopher Reeves

To Your Online Success,

*Fabian Tan*

**P.S.** If you know anyone who could benefit tremendously from this report, pass it on to them...